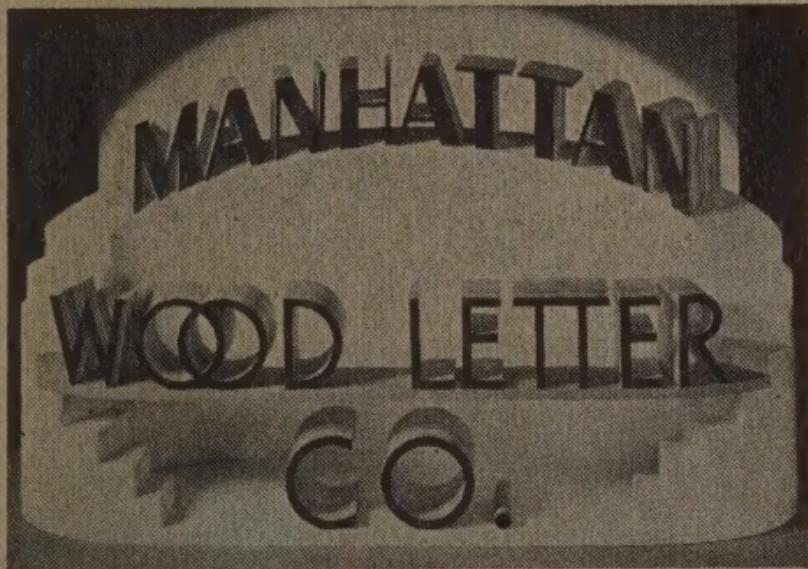


*909 ADN*

**CATALOGUE "E"**



**151 WEST 18th STREET, NEW YORK**

**Telephone CHelsea 3-8363-4**

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*Manufacturers of*

**RAISED WOOD LETTERS**

**DISPLAY LETTERS**

**PLYWOOD LETTERS**

**PRESWOOD LETTERS**

**DISPLAY BACKGROUND**

**BEAVER BOARD LETTERS**

**PRESWOOD and WOOD**

**SIGN BACKGROUNDS**

AVERY LIBRARY  
COLUMBIA UNIVERSITY

**EST. 1911** **WOOD LETTERS**  
most reliable house of CO.

**SIGN BOARDS** • **CUT & OUTS**  
**DISPLAY LETTERS** • **PLYWOOD LETTERS**  
**BEAVER BOARD LETTERS** • **WOOD CARVING**

**R A I S E D**  
**W O O D**  
**I F T T E R Y**

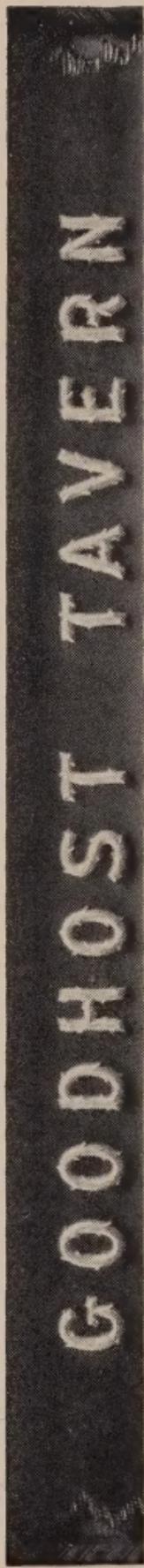
**S I Z E S** ALSO **V A R I O U S** **C U T** **O U T S**

BUILDERS

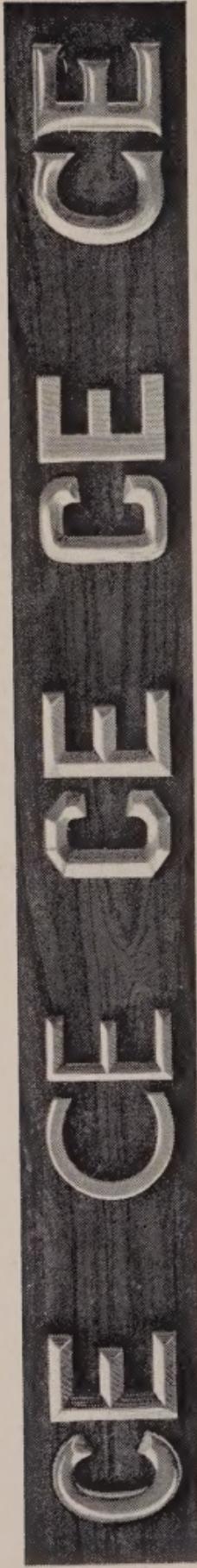
LESTER P. McARDLE

CONTRACTORS

REAL ESTATE



A few of the modern signs that attract the public attention, manufactured by us



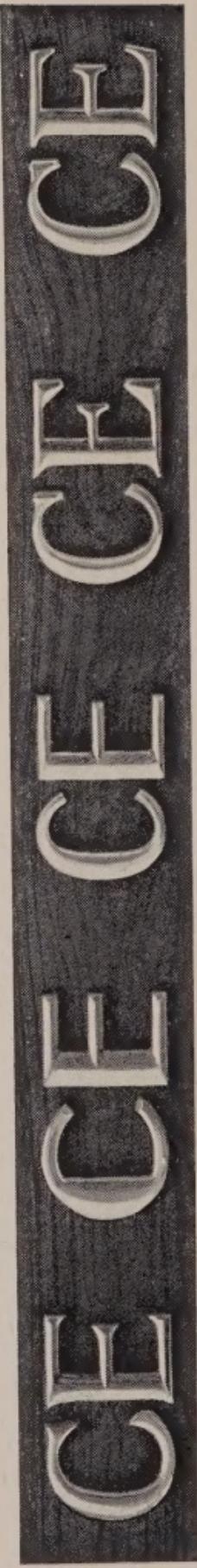
PL. EGYPT.

KABEL

H. BLOCK

GOTHIC

SPUR EGYPT



MODERN

BROADWAY

PL. T. & T.

ROMAN

FRENCH ROMAN



FULL BLOCK

ARCHITECTURAL

SCRIPT

OLD ENG.

RUSTIC

AERS AERS AERS AERS

1      2      3      4      5

AERS AERS AERS AERS

6      7      8      9      10

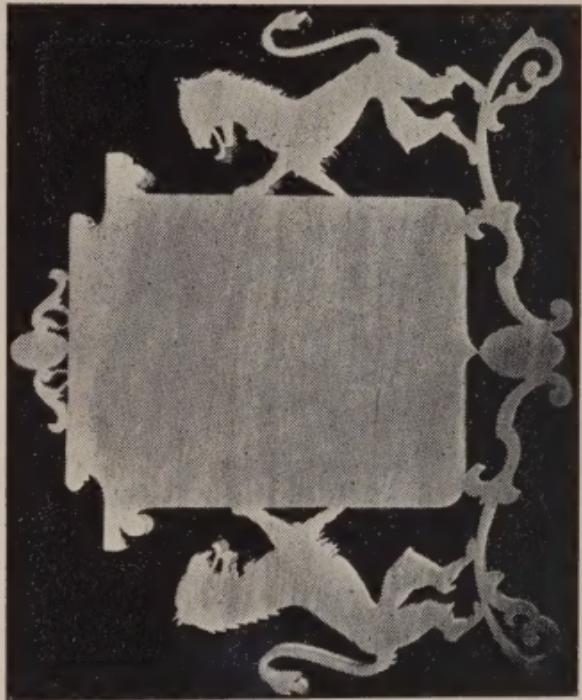
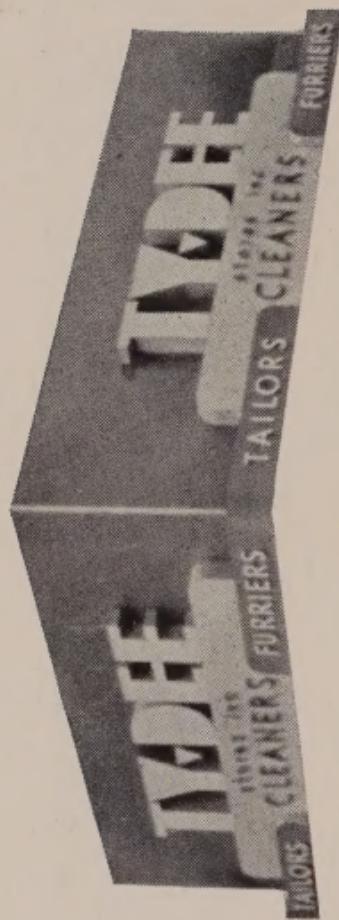
AERS AERS AERS AERS

11      12      13      14      15

The Script  AERS AERS AERS

16      17      18      19      20

When ordering, use number or name as illustrated



### CHANGEABLE LETTERS

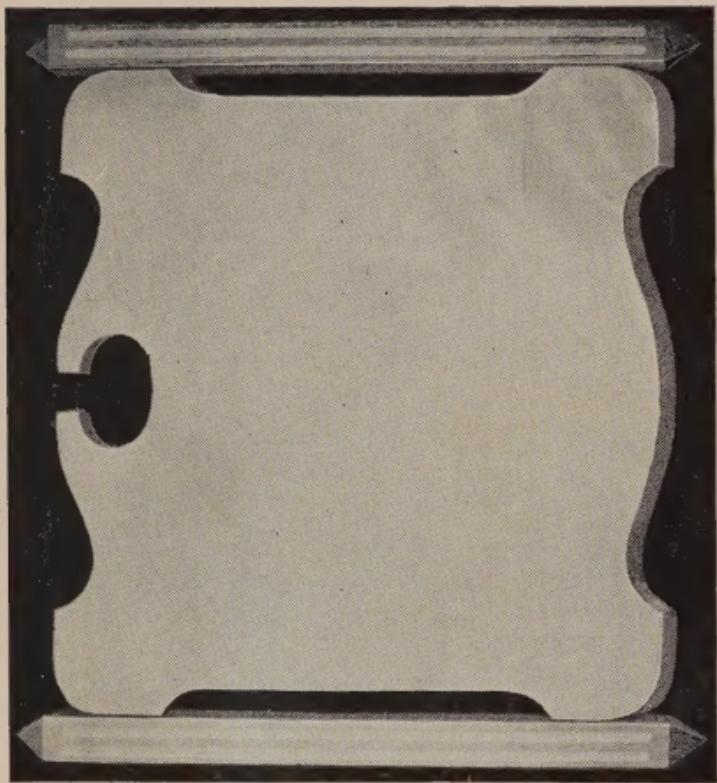
with tales on bottom  
to fit in groove block

$\frac{1}{2}$ " or  $\frac{3}{4}$ " thick

Plain Sawed

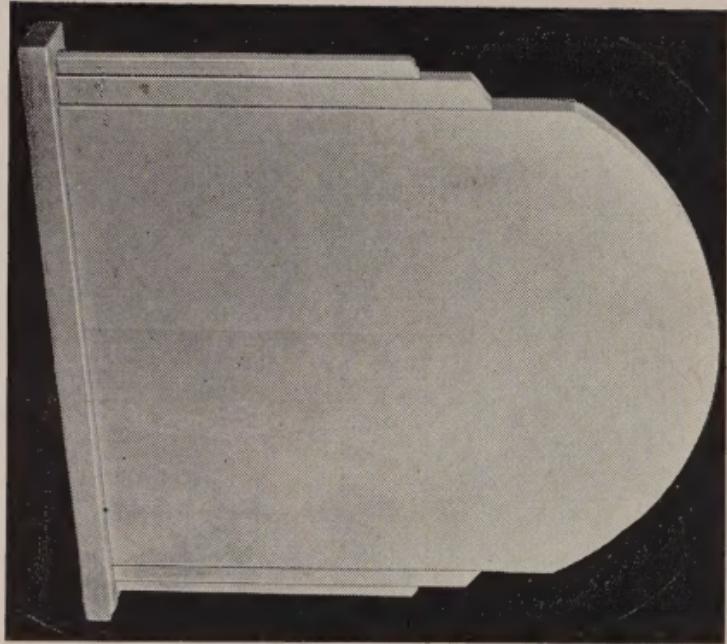
5" ..... .36

6" ..... .40



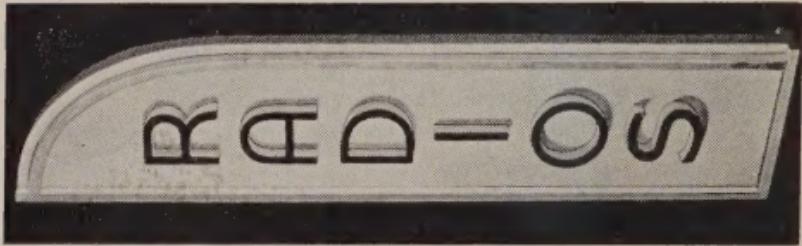
No. 50 Swing Sign  
24" x 30" ..... \$7.00





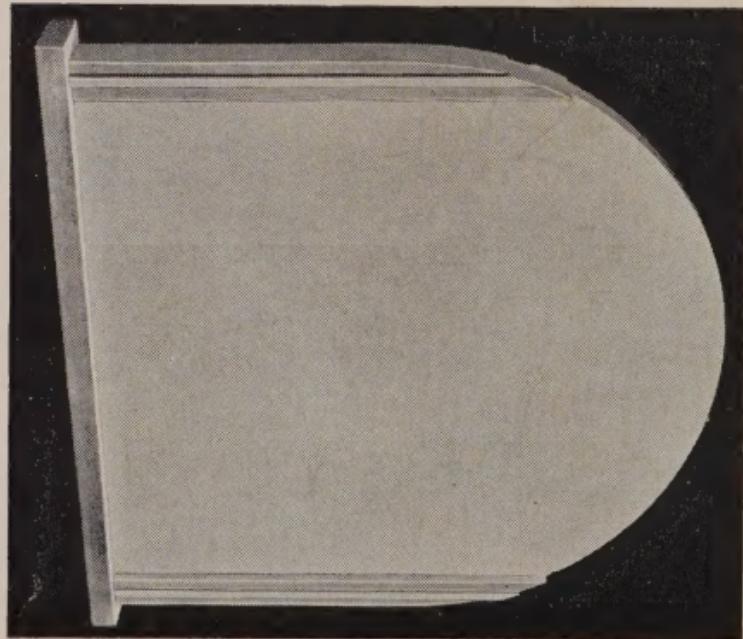
No. 52 Swing Sign

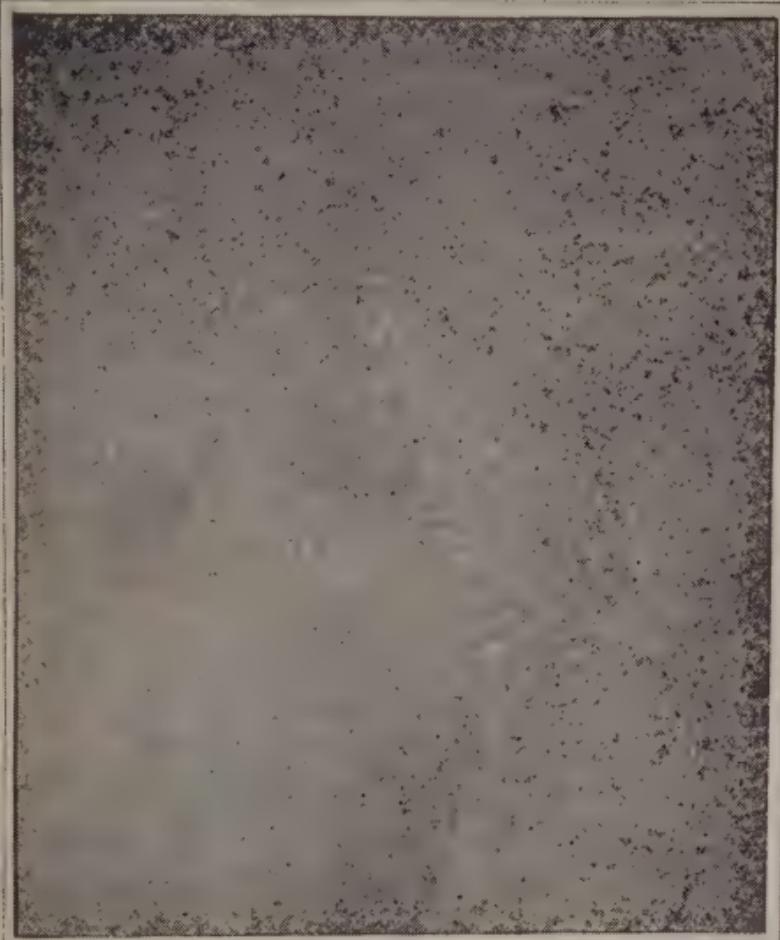
18" x 18" ..... \$3.50



No. 51 Swing Sign

18" x 18" ..... \$3.50





No. 53—Beveled Edge Sign



Sidewalk Sign  
28" x 54" ..... \$18.00

## TO THE SIGN TRADE

---

Our wood letters are made of the best selected Idaho White Pine. See that letters are well painted front and back.

When ordering without a detailed sketch send a rough sketch of the style, give size of the outside sign or space letters are to occupy. Give style of finishes as you see below in cross section.

In layouts we are always ready and willing to help you with your problems.

Our prices, quality and prompt delivery should increase the demand for RAISED WOOD LETTER SIGNS.

The Code under which we operate, calls for C. O. D. and F. O. B. New York. Shipping: all goods shipped by American Express or parcel post, unless ordered otherwise.



**PLAIN EGYPTIAN, KABEL, HALF  
BLOCK GOTHIC, Nos. 1-2-3-4-5**

See page 4—5

$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Plain Sawed		$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Round or Beveled Edge	
5"	.28	5"	.52
6"	.32	6"	.62
7"	.38	7"	.74
8"	.42	8"	.84
9"	.48	9"	.94
10"	.52	10"	1.04
12"	.70	12"	1.32
14"	.98	14"	1.72
15"	1.12	15"	1.92
16"	1.32	16"	2.24
18"	1.74	18"	2.80
20"	2.24	20"	3.42
22"	2.80	22"	4.12
24"	3.28	24"	4.90

Prismatic finish 6c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from  $1\frac{1}{4}''$  lumber 4c per upright inch extra.

**SPURRED EGYPTIAN LETTERS, No. 6**

See page 4—5

$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Plain Sawed		$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Round or Beveled Edge	
5"	.34	5"	.62
6"	.42	6"	.74
7"	.48	7"	.88
8"	.56	8"	.98
9"	.62	9"	1.12
10"	.70	10"	1.22
12"	.90	12"	1.54
14"	1.22	14"	1.96
15"	1.40	15"	2.24
16"	1.60	16"	2.52
18"	2.10	18"	3.14
20"	2.66	20"	3.74
22"	2.80	22"	4.62
24"	3.94	24"	5.46

Write for prices on larger letters, stating height, width and thickness desired or send us scale drawing of sign or letters.

Prismatic finish 7c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from  $1\frac{1}{4}''$  lumber 4c per upright inch extra.

## MODERN, BROADWAY or THICK

### and THIN, Nos. 7-8-9

See page 4—5

$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Plain Sawed		$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Round or Beveled Edge	
5"	.45	5"	.70
6"	.52	6"	.84
7"	.63	7"	.98
8"	.70	8"	1.12
9"	.80	9"	1.26
10"	.87	10"	1.40
12"	1.12	12"	1.75
14"	1.47	14"	2.20
15"	1.68	15"	2.52
16"	1.89	16"	2.80
18"	2.45	18"	3.50
20"	3.08	20"	4.27
22"	3.76	22"	5.11
24"	4.48	24"	6.02

Prismatic finish 8c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from  $1\frac{1}{4}''$  lumber 4c per upright inch extra.

## ROMAN, FRENCH ROMAN BLOCK

### ARCH., Nos. 10-11-12-13-14-15-18-19-20

See page 4—5

$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Plain Sawed		$\frac{1}{2}''$ or $\frac{3}{4}''$ thick Round or Beveled Edge	
5"	.52	5"	.87
6"	.63	6"	1.05
7"	.73	7"	1.22
8"	.84	8"	1.40
9"	.94	9"	1.57
10"	1.05	10"	1.75
12"	1.33	12"	2.17
14"	1.71	14"	2.69
15"	1.96	15"	3.01
16"	2.24	16"	3.36
18"	2.80	18"	4.06
20"	3.50	20"	4.90
22"	4.20	22"	5.88
24"	5.04	24"	7.00

Write for prices on larger letters, stating height, width and thickness desired or send us scale drawing of sign or letters.

Prismatic finish 8c per upright inch extra, above round.

Full round 4c per upright inch extra.

Letters from  $1\frac{1}{4}''$  lumber 4c per upright inch extra.

# **UPPER and LOWER CASE SCRIPT and OLD ENGLISH FROM YOUR SKETCH**

## **Nos. 16-17**

See page 4—5

Prices below are from your own FULL SIZE PATTERNS. If we have to supply drawings there will be an ADDITIONAL CHARGE of 4c PER UP-RIGHT INCH.

All letters under 5" charged for as a 5" letter;  
or letters wider than height charged for by the width.

### **ROUND OR BEVELED EDGE**

$\frac{1}{2}$ " or  $\frac{3}{4}$ " thick

5" to 12"	@ .19 per in.
13" to 18"	@ .24 per in.
19" to 24"	@ .28 per in.
25" to 30"	@ .35 per in.

### **PLAIN SAWED**

5" to 12"	@ .12 per in.
13" to 18"	@ .14 per in.
19" to 24"	@ .17 per in.
25" to 30"	@ .21 per in.

**FLOURISHES**—7c per inch round—5c per inch plain sawed.

We charge nothing extra for working from our customers' own patterns. On special work deposit of one-half the amount must accompany the order.

---

**PRICES ARE SUBJECT TO CHANGE  
WITHOUT NOTICE**

## SMALL SIGN BOARDS

### Banding or Bevel Edge with End Pieces

No. 1 grade Wood Boards for varnish finish clear straight grain made with  $\frac{7}{8}$ " x  $2\frac{1}{2}$ " flat Band, and battens screwed on or bevel edge at \$1.00 per square ft. Extra charge for inside mouldings and scrolls.

Presdwood Bevel Edge boards as illustrated on page 9, No. 53, \$1.00 square ft.

Presdwood boards made of  $\frac{1}{4}$ " thick with band and moulding 80c per square ft.

Sizes	1 Side	2 Sides
12" x 12"	\$1.00	\$1.20
12" x 18"	1.50	2.00
12" x 24"	2.00	2.40
12" x 30"	2.60	3.00
12" x 36"	3.00	3.60
12" x 42"	3.60	4.20
12" x 48"	4.00	4.80
18" x 18"	2.40	2.80
18" x 24"	3.00	3.60
18" x 30"	3.80	4.60
18" x 36"	4.60	5.40
18" x 42"	5.40	6.20
18" x 48"	6.00	7.20
24" x 24"	4.00	4.80
24" x 30"	5.00	6.00
24" x 36"	6.00	7.20
24" x 42"	7.00	8.40
24" x 48"	8.00	9.60
30" x 30"	6.40	7.60
30" x 36"	7.60	9.00
30" x 42"	8.80	10.40
30" x 48"	10.00	12.00
36" x 36"	9.00	10.80
36" x 42"	10.60	12.60
36" x 48"	12.00	14.40
42" x 42"	12.40	14.80
42" x 48"	14.00	16.80
48" x 48"	16.00	19.20

Bevel edge boards, with frame on back charged as 2 side board.

Shields 18" x 18" with bevel \$2.50.

## **PLYWOOD and PRESWOOD LETTERS**

All letters plain block,  $\frac{1}{4}$ " thick.

4" to 6"	.04 per inch
7" and up	.05 per inch

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## **BEAVER BOARD LETTERS**

### **PLAIN BLOCK**

3/16" thick from 2" to 15"	.03 per inch
from 16" up	.04 per inch
5/16 from 2" to 6"	.04 per inch
from 7" up	.05 per inch

Consult us about special discounts for quantities.

Use our stock patterns from 3 to 24 inches.

Egyptian, Roman and Modern, in Regular, Extended and Condensed.

Extra charge for making out special text.

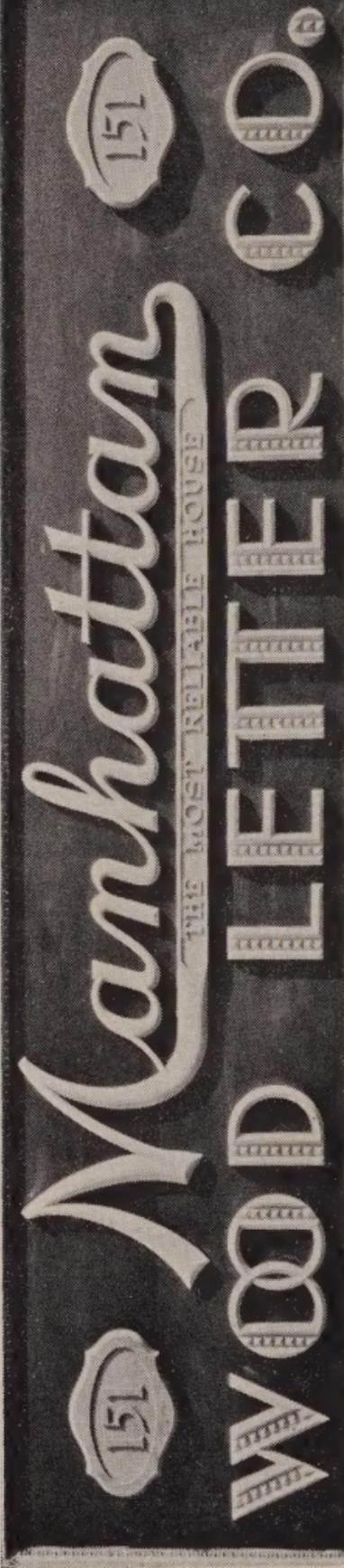
## **S E R V I C E**

**"HOUSE OF WOOD LETTERS"**

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**PRICES ARE SUBJECT TO CHANGE**

**WITHOUT NOTICE**



TAKE ADVANTAGE OF OUR BEST MADE MODERN RAISED WOOD LETTERS

When ordering letters, always give height of letters, style round or plain  
sawed finish, length of the sign or space letters are to occupy



